



Missouri Travel Barometer
June 2017 Report
(Data available as of 07/07/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

June Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through May

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

ADR up 4.1% -- RevPAR up 3.6% -- Demand down 0.1% -- Occupancy down 0.4%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through April

- For FY17, a 1.7% (\$164.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Mar
- For CYTD17, a 0.6% (\$24.2 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Apr
- March 2017 saw a 4.6% (\$51.8 million) sales revenue increase compared to March 2016
- April 2017 saw a 2.5% (27.4 million) sales revenue decrease compared to April 2016

Website Visits: 2017 Calendar Year to Date through June

- Total web visits (main site and mobile visits) were down 15.0% for CYTD 2017 (Jan-June) compared to CYTD 2016
- Total web visits (main site and mobile visits) were down 10.5% for June 2017 compared to June 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through May

- 88,296 responses for 2017 YTD – a decrease of 20% (This is most likely directly related to advertising cuts due to budget withhold.) However, Oklahoma City, Lexington, Louisville, Tri Cities, and Tulsa all have growth over 2016
- For the month of June alone, responses are up 42.4% for 2017 compared to 2016

Welcome Center visits: 2017 Calendar Year to date through June

- For CYTD 2017 the centers are down 0.4% for January - June 2017 compared to the same period in 2016
- For the month of June alone, visits are up 3.2% for 2017 over 2016

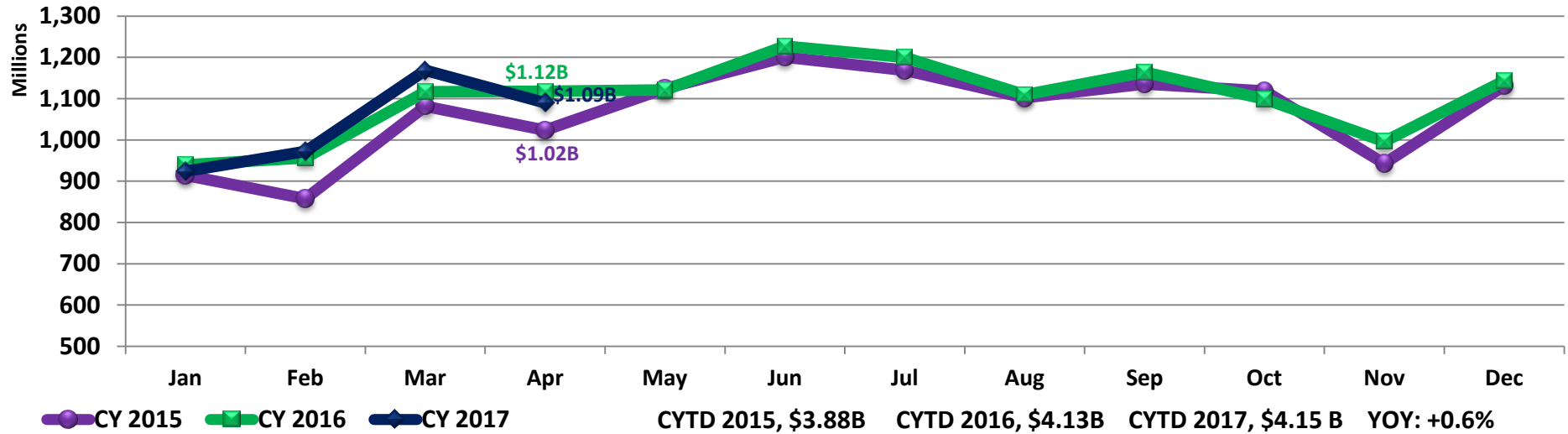
Commercial airport deplanements: 2017 Calendar Year to Date

- Columbia up 22.7% for January – May 2017 compared to the same period in 2016
- Springfield up 6.8% for January – May 2017 compared to the same period in 2016
- St. Louis up 6.5% for January – May 2017 compared to the same period in 2016
- All airports up 6.9 % for January – March 2017 compared to the same period in 2016

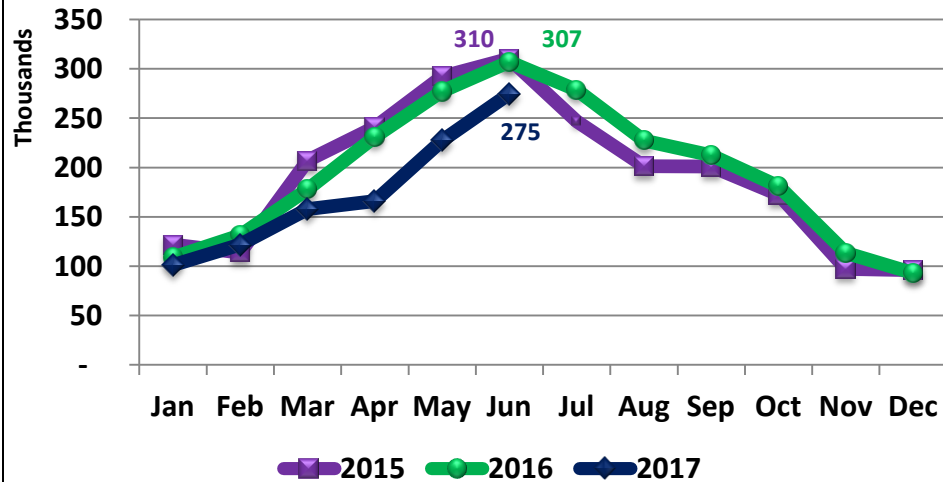
Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through June

- Missouri's homepage on VisitTheUSA.com had 4,673 pageviews from Jan-June 2017 (1,538 during June)
- Top five countries viewing Missouri's page during Jan-June 2017 were Japan, U.K., Brazil, France, and Canada
- Top five countries viewing Missouri's page during June were Japan, Brazil, France, U.K. and Germany
- Visitors from Malaysia spent the most time on our page, averaging 11 minutes and 58 seconds compared to an overall average of 2 minutes and 7 seconds

Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

